HOW WE HELP PEOPLE BECOME MORE DIGITALLY LITERATE
Over 750 business people have already completed our 12 week Get Up To Speed program
WHICH IS AN AWARD WINNING PROGRAM!

We beat ACMA to win the Access & Digital Skills category at the 2014 event
OTHER STREET CRED

Around 8000 – 10,000 unique users of our website/blog per month

Over 100,000 people in our social networks

8000 people on our database – 20-30% open rate
Whether we like it or not, the way we live has fundamentally shifted... forever.

THE PROCESS WE TAKE PEOPLE THROUGH
TELECOMMUNICATIONS

Old skool

New skool
BOOKS

Old skool

New skool

amazon kindle

the training collective.com.au
SCRAPBOOKING

Old skool

New skool
MUSIC

Old skool

New skool
MAPS

Old skool

New skool
RETAIL

Old skool

New skool
WE GIVE THEM A HEADACHE!

WE TALK PROBLEMS!
WE TALK ABOUT THE RATE OF CHANGE

1950s
Computers invented

1980s
Computers Go Mainstream
“The Reign of Email”

2000s
Internet goes mainstream
“The Reign of Google”

Mid to late 2000s
Search becomes mainstream
“The Reign of Google”

Late 2000s
The advent of Social media
“The Reign of Facebook”

AND WE EMPATHISE!
WE TALK ABOUT OVERWHELM/MIND BOGGLE
WE TALK ABOUT HARSH REALITIES
WE TALK ABOUT THOSE WHO HAVE BEEN DISRUPTED

Who’s next???

‘YOU ARE EITHER DISRUPTING, OR BEING DISRUPTED’
WE THEN TALK TRENDS & HOPEFULLY GET THEM EXCITED ABOUT THE POSSIBILITIES!!
TREND 1: The continual move to the cloud model
TREND 2: The convergence of social, search, EDMs & paid media

Lookalike campaigns

Remarketing campaign

Visitor returns to your site more conversions!

Your ad across the Google Display Network

Visitor leaves

Visitor comes to your site

Google

MailChimp

Facebook
TREND 3: The move to mobile continues (at quite a pace!)
TREND 4: Social media is being taken more seriously (and so it should!)

Social media is being used to discover products

While organic and paid search still dominates, orders coming from social media grew 202% over 2014. Social media has become an effective way to bring in sales.
TREND 4: Social media is being taken more seriously (and so it should!)
TREND 5: The Internet of things: Wearables, cars, homes, cities and industrials

The Internet Of Everything

Source: BI Intelligence Estimates
TREND 5: Internet of things: wireless TV
TREND 6: 3D Printing

Worldwide shipments of 3D printers are expected to grow 98 percent in 2015, followed by a doubling of unit shipments in 2016. SOURCE: GARTNER
TREND 7: Big data means more need for analytics (and analysers)

The Digital Universe: 50-fold Growth from the Beginning of 2010 to the End of 2020

TREND 8: More every day influencers
THEN WE’RE READY TO SELL THEM THE PILL!
“Digital literacy is the new financial literacy.”
- YVETTE ADAMS
WE ARE SPECIALISTS IN PROVIDING DIGITAL SKILLS TRAINING SOLUTIONS WHICH SUIT ALL AGES, LEVELS, TIME FRAMES, STYLE OF LEARNING, FORMAT OF LEARNING & BUDGETS
GET UP TO SPEED PROGRAM

NEXT INTAKE STARTS AUGUST 2015
EXPRESSIONS OF INTEREST NOW AVAIL

1. Your Online Toolbox
2. Analysing your current digital presence
3. Website development
4. Selling Online
5. Local SEO
6. SEO - Search engine optimisation - On page
7. SEO - Search engine optimisation - Off page
8. Social media for the individual
9. Social media for business
10. Pay per click
11. Email Marketing
12. Understanding web stats. Evaluating online spend. Assessment

ACCELERATE PROGRAM

NEXT INTAKE STARTS END JUNE 2015
REGISTER NOW

1. Intro
2. Reviewing & maintaining websites
3. Establishing, growing & managing an online community
4. Writing for Digital
5. Producing digital images
6. Producing videos
7. Preparing an email communication in Mailchimp
8. Running a competition or promotion on Facebook
9. Facebook advertising campaigns
10. Setting up your own Adwords campaign
11. Social media tools the pros use
12. Advanced Analytics
X12 ONE HOUR WEBINARS

Held weekly at 730pm Qld time (9:30pm NZ time). All recorded so time poor business owners can watch at a suitable time if unable to join live session.
Week 12: Analysing Your Website Stats

The best knowledge we could think of to part with in this final module is how to continue to track and measure all the great stuff you’ve been putting into place over the program. In this module you’re going to get to know and understand some new important website statistics, as well as revisit some of the benchmarks we took 10 weeks ago back at module 2.

Week 11: Online Advertising

Online advertising is a form of promotion that uses the Internet to deliver marketing
Private Facebook group – for participants to interact, gain support, ask questions

Get Up To Speed Members Lounge

441 members
Mentors

It's one thing to learn a bunch of information but sometimes it can be overwhelming trying to decide what to do first and to make sure you do actually implement the strategies you are learning. That's why as part of the program we have amassed a team of mentors located across the regions, who are ready and waiting to assist you with the program on a mentor basis.

A mentor varies from a consultant in that they will not provide specific advice, rather they will work with you on a volunteer basis to assist you to reach your own conclusions. Our mentors are under strict duress not to solicit business during the program, however should you form a relationship with someone you wish to engage post the program, you are more than welcome to do so.

Mentors will be available by appointment and at no cost to participants in the interests of supporting the program. The Creative Collective will facilitate all requests for mentoring in order to log these for reporting purposes. Once you have a mentor in mind, click here to find out how to request one!

Want to put yourself forward as a mentor? Click here to upload your details.

INTRODUCING THE MENTORS

GEOFF BUTLER

Service Area: Sunshine Coast
Areas of Expertise: IP, Succession Planning, Business Planning, Finance, Strategic Advice.

Geoff has more than thirty years of business experience in both the public and private sectors in system development, management and performance improvement. During the past decade or so he has been working in business development, predominately in the Small to Medium Enterprise arena, which has become his passion. Throughout his career, Geoff has had a capability for developing people and systems to maximize business performance. His career achievements attest to his ability in analysing issues at all levels, focusing on developing human resource capabilities, and implementing continuous improvement strategies. Geoff is an experienced training & development, and system design professional, who has a real desire to show small business owners the value of developing and implementing realistic strategies to improve their businesses.
“This course really did rock! From it I was able to change careers from working in Government to now have a full time job as an analyst with a leading search engine marketing firm!”

- TRISHA MCFADYEN-
SUNSHINE COAST
Mary Schloss - Kingaroy

• Runs Kingaroy Garden Centre
• In her 60s
• Adult children
• Digital skills were limited
• Has now created her own website, doing e-marketing campaigns and teaching her kids stuff!
“Using all the knowledge and tools we have learned from the course, we have totally reconstructed a new website, blogs, FB, twitter etc. We are receiving approx. 50-60 emails per day in response to posts, blogs, likes etc. We have recently re-graded our new site and have achieved 44%! And we have by far, overtaken our competitors! And all in a matter of weeks.....it’s amazing! So we are right up there on the front page of Google! Check out our new site! www.jetskihire.net.au. I recommend the course to anyone! Thank you all so very much!”

- JAMIE HETHERINGTON,
JETSKIHIRE.NET.AU - SUNSHINE COAST - INTAKE 1
IN PERSON TRAINING (OFFERED ALL OVER AU/NZ)

<table>
<thead>
<tr>
<th>SUNSHINE COAST</th>
<th>BRISBANE</th>
</tr>
</thead>
<tbody>
<tr>
<td>04 Jun - SUNSHINE COAST - Wonders of Wordpress - Novice - Full Day</td>
<td>16 Jun - BRISBANE - Instagram- Half Day</td>
</tr>
<tr>
<td>10 Jun - SUNSHINE COAST - Social Media Strategy - Full Day</td>
<td>17 Jun - BRISBANE- Linkedin The Social Network for Professionals - Full Day</td>
</tr>
<tr>
<td>11 Jun - SUNSHINE COAST - Facebook Advertising - Full Day</td>
<td>23 Jun - BRISBANE - Social Media Advertising - Full Day</td>
</tr>
<tr>
<td>23 Jun - SUNSHINE COAST - How to Generate More Leads, Sales and Business from Your Website - Full Day</td>
<td>24 Jun - BRISBANE - Advanced Wordpress - Full Day</td>
</tr>
<tr>
<td></td>
<td>30 Jun - BRISBANE - Digital Strategy - Full Day</td>
</tr>
<tr>
<td></td>
<td>21 Jul - BRISBANE - How To Get Your Website Found On Google - Full Day</td>
</tr>
</tbody>
</table>

www.thecreativecollective.com.au/events
## Social Media - For the Individual

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$67</td>
<td>Single Module</td>
</tr>
</tbody>
</table>

Social media is one of the biggest growth areas of online marketing. In short, it is technology that allows you to socialise for personal or business reasons, or any other purposes you may wish, online. But before you use it for business purposes, you must first understand how to use it for personal reasons.

**Find Out More**

## Social Media - For Business

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$67</td>
<td>Single Module</td>
</tr>
</tbody>
</table>

Social media can be a very powerful tool in business. But before we get into “how” to do social media marketing for your business, we're going to spend some time on establishing “why” you should and “what” you are trying to achieve.

**Find Out More**

## Social Media - Package

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$99</td>
<td>2 x Modules</td>
</tr>
</tbody>
</table>

In this social media package you will get both the Social Media – For The Individual and Social Media – For Business modules.

**Find Out More**
WE’D LOVE TO MEET POTENTIAL PARTNERS TO DELIVER THIS PROGRAM IN YOUR REGION

[YOUR STAFF MAY EVEN NEED THIS TRAINING]
GOING AT A RATE OF KNOTS
Q2 Recruiting Goals + Hires

Recruiter: Shawn Alvarez

Q2 Employee Referral Bonus

$2,500 Non-Engineer Roles

$5,000 Engineering Roles Only

Submit Your Referrals via Jobite (or the Recruiting Team)

The ERB Check Could Be Yours!!

Eventbrite

Hsian Ng

Two Thousand Five Hundred

Date 5/7/13

MEMO

Two Thousand Five Hundred

$2,500

Proud Platinum Sponsors of

PyCon 2013

Mobile Dev Engineering Intern

Raymond

SR Business Analytics Eng

Greg

Sr. Tech Program Mgr. Robert Gosselin 5/17

FMP

SR Android Mobile Eng. Juan Gomez 5/29

LT

SR Mobile Eng.

LT

SR Systems Eng.

Greg


Greg

SR Software Eng. (Web)

Greg

SR Software Eng. Shikhar Mishra TBD

Greg

Country Marketing Mgr. France

Randy Befumo 5/14

FMP

SR Communications Mgr.

Marino Freschi

Director of Strategy

SR Marketing Mgr. (UK & Ireland)

FMP

City Marketing Program

SR Communications Mgr.

FMP

Product Management Intern

William Zhang 6/11

FMP

International Marketing Analyst Intern

Richard Kui 6/11

LH

SR Communications Mgr. (UK)

Bethan Thomas 6/13

MC

Product Marketing Intern

Leah Harmatz

FMP

Ali Waldron

FMP

Abigail

FMP
1,000,000 more jobs than students by 2020

$500 billion opportunity

1.4 million computing jobs

400,000 computer science students


Computer science is a top paying college degree and computer programming jobs are growing at 2X the national average.
In Australia, ICT skills shortages continued to grow by up to 14,000 extra ICT jobs in 2012 and 35,000 by 2014.

We need to teach our kids to code.

- BILL SHORTEN

May 2015

AUSTRALIA’S PRIME MINISTER DOESN’T GET WHY IDS SHOULD LEARN TO CODE – MASHABLE.COM HUFFINGTON POST & MORE

May 2015

IT’S GETTING POLITICAL
Why our kids know more about technology than us (and what we can do about it)

nokidding.com.au

Only $25 here today